

MARLBORO'S SHARE & AVG. WEEKLY STORE PAYMENT BY REGION

	MARLBORO SHARE TOTAL CONV.(3mm)	BUDGET/STORE		
		SINGLE PACK	2 PACK	3 PACK
Region 1	32%	\$328	\$411	\$411
Region 2	28%	\$288	\$359	\$359
Region 3	25%	\$257	\$321	\$321
Region 4	25%	\$257	\$321	\$321
Region 5	33%	\$339	\$424	\$424

BUDGET ASSUMPTIONS FOR AVG. COST PER STORE

(Example = Region 1, Single Pack Promotion)

	175 <u>x90%</u> 158	Avg. C-Store CPW Volume Sold as Packs
(1)	<u>x32%</u> 50	Marlboro Share By Region Marlboro CPW
(2)	<u>x1.3</u> 66	Incremental Volume Bump Total Marlboro CPW
(3)	<u>100%</u> 66	Volume Sold On Deal Total CPW Sold On Deal
(4)	<u>x\$2.5</u> 164 <u>x.2</u> \$328	Payment Per Carton Total Payment Per Week Number Of Weeks TOTAL PAYMENT PER STORE

The table above is for calculating individual store payments. Please note the following:

- Average c-store CPW, Marlboro's share, and % volume sold as packs should reflect store level data.
- For incremental volume bump and volume sold on deal , you must use the numbers denoted in footnotes 2 &3 below.

- (1) Region Shares Denoted Above
- (2) Single Pack = 30%; 2 and 3 Pack = 25%
- (3) Single Pack = 100%; 2 and 3 Pack = 65%; 3 Pack = 50%
- (4) Single Pack = 2 weeks; 2 and 3 pack = 4 weeks

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